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W. L. [signature]
Patent 3/21/01

Attorney's Docket No. 003750-006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

~~Here~~ Patent Application of)

Robert S. BLOCK)

) Group Art Unit: 2711

Application No.: 08/697,542)

) Examiner: Srivastava, V.

Filed: August 27, 1996)

For: METHOD AND APPARATUS FOR)
INFORMATION LABELING AND)
CONTROL)

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Technology Center 2600

AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Prior to examination of the above-captioned patent application, kindly enter the following amendment.

IN THE CLAIMS:

Kindly replace claim 34, and add new claims 55-60, as follows.

Sub 17
F1
34. A method for scheduling an advertisement during a program in relation to content of the program, the program having a program information label which rates the instantaneous content of the program at least two levels, the method comprising the steps of: